

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period:

5/23/2019 to 5/22/2020

- 1) Employment Unit:** * Reno Media Group, LP
 ** Americom Limited Partnership
 [Reno Media Group, LP and Americom Limited Partnership
 are affiliated entities. All Stations reported on this form are co-
 located and share at least one employee.]

- 2) Unit Members (Stations and Communities of License):**
- | | |
|---------------|---------------------|
| * KLCA-FM/HD1 | Tahoe City, CA |
| * KLCA-HD2 | Tahoe City, CA |
| * KLCA-HD3 | Tahoe City, CA |
| * KLCA-HD4 | Tahoe City, CA |
| * KODS-FM | Carnelian Bay, CA |
| ** KBZZ-AM | Reno, NV |
| ** KOLC-FM | Carson City, NV |
| ** KRNO-FM | Incline Village, NV |
| ** KZTQ-AM | Sparks, NV |

3) EEO Contact Information for Unit Members:

Mailing Address: 961 Matley Lane, Suite 120 Reno, NV 89502	Telephone #: (775) 829-1964
	Contact Person: Tracy White
	E-mail Address: tracy@renomediagroup.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
Account Executive	Industry Referral & was a previous employee
Account Executive	Radio Advertising

5.1 Job Title: ACCOUNT EXECUTIVE

Referral Source(s) of Hiree: Industry Referral / applicant was also a previous employee

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Address	City	ZipCode	Telephone or website	# of Interviews Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly Kibarra	900 E. Long Street	Carson City	89706	283-7579		YES
Community Services of Northern Nevada	Karen Cosman, HR Dept.	P.O. Box 10167	Reno	89510	335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	355-0600		NO
Job Opportunities in Nevada	Irene Tudor	1005 Terminal Way #202	Reno	89502	336-4450 x200		NO
LDS Employment Resource Service	Jean Case, Coordinator	580 Reactor Way #3	Reno	89502			NO
LinkedIn.com (LinkedIn Corporation)					www.linkedin.com		NO
NAACP - Reno/Sparks							NO
Northern Nevada Restitution Center (re-entry program)	Patricia Gallimore, Branch President	P.O. Box 7757	Reno	89510	322-2992		NO
Reno City Hall	Lt. Brian Weard	2595 E. 2nd Street	Reno	89502	688-1154		NO
	Human Resource Dept.	490 S. Center Room 102	Reno	89501	334-2222		NO
Sierra Nevada College	Elizabeth Thibodeau	999 Tahoe Blvd	Incline Village	89451	831-1314		NO
		14175 Mt. Charleston St.	Reno	89506	789-1017		YES
Sierra Nevada Job Corps Center		4001 S. Virginia Street, #H	Reno	89502	284-9636		NO
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)						NO
University of Nevada, Reno - Student Employment	Handshake	app.joinhandshake.com/jobs	Reno	89557	682-6119		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	784-4912		NO
In House Job Posting	Tracy White, RMG/GALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203		NO
In House Website Job Posting	Tracy White, RMG/GALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203		NO
On-Air Advertising	Tracy White, RMG/GALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203	1	NO
Industry Referral	De De Roseene, advertising agency	PO Box 34522	Reno	89533	225-0814	1	NO

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University of Nevada, Reno - Student Employment	Handshake	app.joinhandshake.com/jobs	Reno	89567	682-6119		NO
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Walk-In						1	NO
On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203	5	NO

- 6) **Total # of Interviewees Referred:** For the period from 5/23/2019 to 5/22/2020, this Employment Unit interviewed 9 interviewees for Full-Time job vacancies.

Responses by source:

- 6 Radio ad
- 1 LinkedIn
- 1 Industry Referrals
- 1 Walk In

7) **Supplemental Recruitment Initiatives:**

(a) Initiative: JOB SHADOWING

Reno Media Group and its stations offer job shadowing opportunities to individuals in the community, youth organizations, Washoe County School District and local universities under the supervision of the Director of Operations/Reno Media Group at 961 Matley Lane, #120 in Reno. Individuals have the opportunity to follow an employee of Reno Media Group as they perform their duties, which allows the individual to observe and ask questions about a career in radio broadcasting. This can also be described as an in-depth "field trip". Individuals learn basics such as: hours of work, office etiquette, teamwork, interviewing and resume skills, as well as specific skills related to broadcasting. We had five individuals job shadow. Two from University of Nevada, Reno; One from Disability Resources; One from Truckee Meadows Community College who was hired part-time; and another individual who was interested in broadcasting and hired part-time.

(b) Initiative: INTERNSHIP PROGRAM

Reno Media Group and its stations located at 961 Matley Lane #120, Reno, NV 89502, work with Washoe County School District, University of Nevada, Reno School of Journalism, Career Center, Truckee Meadows Community College and local organizations such as CityLift Special Services to conduct an internship program. The Business Manager and Director of Operations are the administrators of the internship program. They coordinate with the other station managers and sales managers to work closely with each intern to teach them all aspects of radio broadcasting which includes programming, promotions, production, sales and office clerical. They also report to each educational organization on the intern's progress and make sure they have all the information needed to earn their course credits. We have developed a procedural manual for our internship program to make all departments consistent. We advertise for internships through on-air promotion, websites, universities and job fairs. We had one intern scheduled from UNR but it has been put on hold due to COVID-19.

(c) Initiative: PARTICIPATION IN JOB BANKS AND INTERNET PROGRAM - RENOHELPWANTED.COM

Reno Media Group's stations have a relationship with RenoHelpWanted.com which is an internet job bank service for businesses interested in recruiting from within the community and for individuals interested in applying for job openings within the community. RegionalHelpWanted.com is the parent company and we have had a relationship with them since June 2000. We run weekly schedules on all nine radio stations and have a link to their website on each of our individual station websites. We also use RenoHelpWanted.com as a recruitment source. RenoHelpWanted.com has a resume bank available for us to search for qualified applicants. They also offer on-line career fair tools and promotions.

(d) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

Reno Media Group's Director of Operations, Bill Schulz, was interviewed by a student from Innovations High School on 10/2/2019 for his class project. They met for about 90 minutes discussing the state of radio today, jobs available and challenges the industry is facing with increased popularity of streaming. The student was then given a full tour of the studios and business office.

(e) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

Reno Media Group's Director of Operations, Bill Schulz, gave a tour of the broadcast studios and business office to a group of 20 children from the Sparks Parks and REC summer program on 7/18/2019. During the tour they were instructed on production and operational procedures and were given an opportunity to record a PSA for the radio stations. They finished with a Q & A session.

(f) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

Reno Media Group's On-Air Personality, Jen Grant, gave a tour of the broadcast studios and business office to a group of 12 students from Silver Springs Middle School on 11/05/2019. They were given an opportunity to record a PSA for the radio stations and finished with a Q&A session.

(g) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY

Reno Media Group's On-Air personality, Deanna Marie, hosted a reading day at John C Freemont Elementary in Carson City on 2/27/2020 from 10:00am-12:00pm. She also was available to answer questions from the students about working on the radio.

(h) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING

All Reno Media Group stations promoted the Fit for Perfect Attendance event throughout the 2018/2019 school year and Director of Operations, Bill Schulz, hosted the event on 6/21/19. This event is put on by a local Honda dealership awarding a new car to a student with perfect attendance. Students wanting to enter into the drawing must have perfect attendance throughout the school year, must graduate and have no disciplinary actions.

(i) Initiative: PARTICIPATED IN JOB FAIR

Reno Media Group participated in the J-Fest at University of Nevada, Reno hosted by the Journalism School Council for all journalism students on 9/4/19 from 11am-3pm. All potential interns or employees met with on-air talents Deanna Marie and Will B who answered questions regarding their radio experience and about the radio broadcasting industry.

(j) Initiative: HOSTING OF JOB FAIR

Reno Media Group had scheduled to hold our annual Job Fair at 961 Matley Lane, Suite #120, Reno, NV on 4/23/20 from 4:00pm-6:00pm. But due to the "stay in place" and the closing of businesses because of COVID-19, this job fair was cancelled.